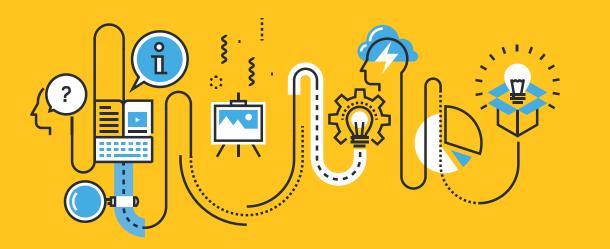
## The ECA Design Process

\*Design process steps depend on scope and type of project



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See our work



- · Office or program identifies a design need
- · Office submits an online design request <u>here</u> and emails any necessary assets to design team
- PASC Project Manager may meet with office for further information
- PASC leadership discusses request and approves or denies it
- Project Manager assigns a designer to the project
- · A POC for the office is established for the designer to contact without questions throughout the project

- Designer schedules a meeting with the office to further discuss project
- · All key stakeholders on the project MUST be at the initial meeting
- Designer request any other assets or resources they may need from the office
- · If text is needed, the office must finalize and clear ALL necessary text before sending to designer

## Define 4

- Designer conducts research on design project to begin sketching
- · PASC design team and Project Manager discuss sketches and direction of the project
- · Designer takes suggestions and adjusts plan

## Designer meets with office to discuss design plans and answer additional questions

- · Office addresses design direction and chooses a concept
- Designer completes the sketching and research process with suggestions and direction



- Designer strategizes and designs draft of project
- PASC designers meet to discuss and critique draft
- Designer uses suggestions to adjust the project draft
- Designer clears draft with PASC before presenting to office



- If a pitch meeting for office leadership is needed in addition, designer MUST be present
- Office provides feedback during presentation and in written form over email after
- Designer uses suggestions to adjust the project draft for a final version



a logo, website, or

campaign design

parties is reached.

designer finalizes all

· Once approval for all

- Design project is sent
   Designer sends all
   appropriate file sources to
   office
- One to two rounds of additional changes
   Design project is archived on the PASC Design Drive
   If applicable, designer
  - sends social media assets to PASC Social Media Specialists
  - If applicable, designer sends video assets to PASC Videography Specialists
  - If applicable, designer sends web assets to PASC Web Developers

Understand — O Ideate — Execute